

What is claimed is:

- 1 1. A method for tracking the use of resources on a website comprising the steps of:
 - 2 a.) receiving a request for a resource;
 - 3 b.) determining whether the request for the resource includes a visitor
 - 4 identifier;
 - 5 c.) responsive to the request not including the visitor identifier:
 - 6 assigning a new visitor identifier; and
 - 7 sending a redirection request with the new visitor identifier to the
 - 8 client;
 - 9 d.) categorizing data sent with the request for the resource; and
 - 10 e.) repeating steps a-d until reaching a session expiration.
- 1 2. The method for tracking the use of resources on a website as in claim 1, wherein
- 2 the visitor identifier comprises a cookie.
- 1 3. A method for tracking the use of resources on a website comprising the steps of:
 - 2 a.) receiving a request for a resource from a requestor;
 - 3 b.) determining whether the request for the resource included a do not
 - 4 repeat indicator;
 - 5 c.) responsive to the request including the do not repeat indicator,
 - 6 assigning a visitor identifier from the requestor's address;
 - 7 d.) categorizing data received with the request for the resource; and
 - 8 e.) repeating steps a-d until reaching a session expiration.

1 4. The method for tracking the use of resources on a website as in claim 3, wherein
2 the visitor identifier comprises a cookie.

1 5. The method for tracking the use of resources on a website of claim 1, wherein
2 determining whether the request for the resource included a visitor identifier further
3 comprises the steps of:
4 comparing the visitor identifier with a range of valid visitor identifiers;
5 and,
6 in response to the visitor identifier being outside the range of valid visitor
7 identifiers, indicating that the request did not include the visitor
8 identifier.

1 6. The method for tracking the use of resources on a website as in claim 5, wherein
2 the visitor identifier comprises a cookie.

1 7. The method for tracking the use of resources on a website of claim 1, wherein
2 categorizing data received with the request for the resource comprises the steps of:
3 categorizing the data received with the request for the resource by at least
4 one selected from the group consisting of a visitor identifier, a
5 page identifier, and a time stamp.

1 8. The method for tracking the use of resources on a website as in claim 7, wherein
2 the visitor identifier comprises a cookie.

1 9. The method for tracking the use of resources on a website of claim 1 or claim 2,
2 wherein step e.) comprises:

3 repeating steps a-d for a predetermined amount of time.

1 10. The method for tracking the use of resources on a website of claim 1 or claim 2,

2 wherein step e.) comprises:

3 repeating steps a-d until receiving a particular request for a resource.

1 11. A data collection server for tracking the use of resources on a website comprising:

2 a communication interface for receiving a request for a resource and

3 sending a visitor identifier;

4 a cookie handler coupled to the communications interface for testing the

5 request for the resource and assigning the visitor identifier;

6 a session controller coupled to the cookie handler for signaling the session

7 end for a particular visitor identifier; and,

8 a repository for storing data sent with the request for the resource.

1 12. The method for tracking the use of resources on a website as in claim 11, wherein

2 the visitor identifier comprises a cookie.

1 13. A data collection server for tracking the use of resources on a website of claim 7,

2 where a cookie handler for testing the requested for the resource and creating the visitor

3 identifier further comprises:

4 a means for sending a do not repeat indicator associated with the visitor

5 identifier, coupled to the communication interface; and,

6 a means for checking whether the do not repeat indicator is present in the

7 request for the resource, coupled to the communication interface.

1 14. A method for tracking the use of resources on a website comprising the steps of:
2 sending a request for a resource to a data collection server;
3 in response to the request not including a visitor identifier:
4 receiving a new visitor identifier and a redirection request from the
5 data collection server;
6 sending the request for a resource with the new visitor identifier to
7 the data collection server; and,
8 receiving the requested resource.

1 15. The method for tracking the use of resources on a website as in claim 14, wherein
2 the visitor identifier comprises a cookie.

1 16. A method for tracking the use of resources on a website comprising the steps of:
2 sending a request for a resource to a data collection server;
3 in response to the request not including a visitor identifier:
4 receiving a do not repeat indicator and a redirection request from
5 the data collection server;
6 sending the request for a resource with the do not repeat indicator
7 to the data collection server; and,
8 receiving the requested resource.

1 17. The method for tracking the use of resources on a website as in claim 16, wherein
2 the visitor identifier comprises a cookie.

1 18. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform a method for tracking the use of
4 resources on a website comprising the steps of:
5 a.) receiving a request for a resource;
6 b.) determining whether the request for the resource includes a visitor
7 identifier;
8 c.) responsive to the request not including the visitor identifier:
9 assigning a new visitor identifier; and
10 sending a redirection request with the new visitor identifier to the
11 client;
12 d.) categorizing data sent with the request for the resource; and
13 e.) repeating steps a-d until reaching a session expiration.

1 19. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform a method for tracking the use of
4 resources on a website comprising the steps of:
5 a.) receiving a request for a resource from a requestor;
6 b.) determining whether the request for the resource included a do not
7 repeat indicator;
8 c.) responsive to the request including the do not repeat indicator,
9 assigning a visitor identifier from the requestor's address;
10 d.) categorizing data received with the request for the resource; and

11 e.) repeating steps a-d until reaching a session expiration.

1 20. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform the method for tracking the use of
4 resources on a website as in claim 19, wherein the visitor identifier comprises a cookie.